

Parker Unified School District #27



Parker Unified School District (PUSD) students, teachers, and support staff are invited to create World Wide Web pages which are consistent with our mission “to provide a positive environment that allows comprehensive, success-oriented learning activities for young people in our schools.” Web pages are vehicles for educating, informing, communicating, and expressing creativity. Web pages should reflect an understanding that both local and external audiences will be viewing the information.

In order to develop web pages for PUSD, creators should familiarize themselves with, and adhere to, the following guidelines and recommendations:

1. General Standards

- A. All pages should conform to state and federal laws, PUSD policies, and the district’s AUP
- B. All pages are the property of PUSD, and not the property of any individual or group
- C. All pages should be created with the district’s standard software (Edlio) and/or text on all pages should be accessible and editable by webmasters.
- D. All pages will be located on the PUSD web server
- E. Web pages will not be used for any commercial purposes or financial gains
- F. Educational content is favored over advanced stylistic tricks on web pages
- G. No pages should link to personal, commercial, or objectionable web pages

2. Web Site Content

School home page should be informative and simple to navigate.

- A. Homepage will have the mission statement, calendar, News & Announcements, and school links
- B. About Us Menu should include a message from the principal, demographics or quick facts, monthly newsletter, student handbook
- C. Students tab should include common websites used by students such as Reading Counts, Moby Max, Edgenuity, and Galileo.
- D. Parents tab should include ParentVue, Easy School Pay, Common Core Standards, Beyond Textbooks Info, GetNetWise.
- E. Staff tab should include the email exchange, Synergy, Beyond Textbooks Login, Edgenuity, Galileo, Envisions, ThinkCentral, Scholastic Achievement Manager, and MobyMax.
- F. Contact tab should include staff directory and directions to school.

3. Construction Guidelines

1 st Page	All Pages	Organization of Site
School name, address, and phone number	Consistent format, background, and navigation bars	Logically organized
Link back to PUSD district's homepage	Link back to the school's homepage	Keep audience and goal in mind
	Offer text alternative to complex multimedia pages	Reuse graphics when appropriate
	Limit page length to avoid excessive scrolling	Develop pages that load quickly
	Correct grammar and spelling	Keep backgrounds simple
	Consider "galleries" of student work and photos to keep individuals from being identified	Avoid "under construction" and links that don't work
	Contain Contact information	Use thumbnail photos when appropriate

4. Copyrights & Acknowledgment

- A. Follow all laws pertaining to text, images, and sounds
- B. Downloaded material may not have been obtained illegally
- C. Credit sources (include author, title, place and date of publication)
- D. Plagiarism in any form is not permitted

5. Disclaimer & External Links

- A. Notify users, "You are about to leave the school's website..."
- B. Links from the school's website must also adhere to PUSD guidelines
- C. No links to student or staff web pages not housed on the PUSD web server other than those approved by PUSD for teacher web page development

6. Privacy

- A. All web pages will adhere to FERPA laws
- B. Student photos and original work (poetry, essays, etc.) will be allowed as directory information, with parents' right of refusal, under the annual notification to parents
- C. Students' last names should not be used with photos. PUSD standard is student's first name for photo captions, and photos should include several students so that no single individual can be directly identified
- D. Students' names and photos should not be linked to their email addresses
- E. Staff members should consent to having their photo and name published on school web pages
- F. Photos and student work should not be published if the student himself/herself objects
- G. Web pages should not include a student's phone number, address, names of family members, names of friends, or the physical location of the student

7. Maintenance

- A. School web pages should be reviewed/updated at least monthly
- B. Teacher web pages should be reviewed and teachers notified to update at least monthly
- C. Ensure that links are working and meet district standards
- D. Remove any unnecessary files from the web to free up space
- E. Student web pages will be deleted when the student graduates or moves from the school

8. Ideas to Maximize PUSD Web Sites

- A. Print the school's web address on letterhead, business cards, newsletters, programs, handbooks, etc.
- B. Publish and demonstrate useful websites to parents
- C. Demonstrate the school's website at open houses, meetings, etc
- D. Keep school websites focused on educational outcomes

9. Forms

- A. FERPA notification, sent to parents annually
- B. AUP, signed for each school the student attends
- C. Copyright guidelines
- D. Parent Permission to Publish
- E. Student AUP's & Parents' Right of Refusal letters are collected and filed at each school